





## **"Celebrating 30 Years of Small Business Success"**



**December 1, 2014**

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### **Spotlight on Success – Shank's Veterinary Equipment, Inc.**

Mark and Jennifer Dettman have owned Shank's Veterinary Equipment, Inc. since the 1980's. They manufacture surgical tables, lifts and accessories for large animal veterinarians. Many of their customers are university veterinary schools.

The firm primarily receives export assistance from Michelle Lewis at the Illinois Small Business Development Center International Trade Center at Black Hawk College. Beatriz Ramirez at the International Trade Center at Bradley University provided export product classification expertise and the Dettman's also work with Vicky Miller at the Procurement Technical Assistance Center at Black Hawk College as they investigate government contracting.

Ms. Dettman explains Michelle's contribution to their exporting efforts; "Our relationship with the ITC began in the 1990's . . . We continue to use this office for assistance with specific market analysis and research, and training regarding ongoing education in export compliance, international packing/crating regulations, CE marking training, NAFTA training, etc. This office has also helped us work through the application and approval of a STEP grant that helped offset travel costs related to an international trade show in Brazil in 2012. We continue to rely on the information and support provided by the . . . International Trade Center at Black Hawk College and find their ongoing assistance critical to our continuing export success."

Shank's currently exports to India, Singapore, the United Arab Emirates, Brazil, Australia, Mexico and several European nations. The Dettman's experience illustrates the value the Illinois SBDC Network offers to small businesses in their quest to grow and prosper.

Learn more at <http://www.shanksvet.com/>

### **America's SBDC Call for Presentation Guidelines**

America's SBDC annual conference is the professional development event for the entire SBDC Network, providing our consultants, advisors, state directors, regional directors, associate state directors, and associate regional directors, the latest information and techniques to enhance their skills, improve their training programs, or increase center

metrics and productivity. America's SBDC national conference will be held September 8-11, 2015 at the San Francisco Marriott Marquis, in beautiful San Francisco, California.

America's SBDC Professional Development and Education Conference Committee seeks proposals for 1.5 hour, 3-hour (half day), and 6-hour (full day) programs. Though the conference draws over 1500 professionals from across the country, the number of participants per program could range 35-150 people.

For professional paid speakers we have a small budget and we will negotiate cost, travel fees, room rates, and other amenities as a part of your compensation.

All SBDC Presenters: If selected, must register for the conference and will be provided a reduced conference fee.

All Proposals should include a presentation (slide deck) and handouts. Updates to submissions are permitted prior to review by the Conference Committee, and if selected, presentations can be updated prior to conference as well. The sessions selected should enhance the quality of SBDC services and provide the SBDC/SBTDC Network practical information to either assist small businesses or their centers.

Criteria for selection include: quality of the proposal, clarity and organization, creativity and/or delivery method, ability to deliver in prescribed time frame, and fit to the professional development needs of the SBDC.

Submissions should include title, brief description (less than 60 words), program outline or agenda, and program learning objectives. All proposals are submitted through America's SBDC Conference portal found on the America's SBDC Conference webpage, [www.AmericasSBDC.org/conference](http://www.AmericasSBDC.org/conference) click on the link for workshop submissions.

Returning submitters may use the same login and password, while those posting submissions for first time will be required to set up user login and password.

Completed submissions are due by December 31, 2014.

Four key areas of education include:

- 1) advisor core competencies
- 2) advanced consultant' skills
- 3) center management
- 4) senior leadership at the associate and/or state director level.

Topics in marketing and sales, counseling and leadership, management and planning, finance and accounting, technology, self-improvement, and international trade may be submitted for consideration. A more complete list of subjects and guidelines may be found at [www.AmericasSBDC.org/conference](http://www.AmericasSBDC.org/conference)

Key Note speakers are normally reserved for our sponsors; however if you wish to submit a proposal as a keynote speaker please email Brett Thibodeau or Karen Shannon with your request and a brief description of your topic. All workshop proposal questions should be referred to Brett Thibodeau, 703/764-9850.

A sample proposal format is included in the Call For Papers Guidelines. We recommend you print the guidelines to help you coordinate your proposal for online submission.

We look forward to seeing you in September, 2015 at America's SBDC annual conference.

## **Maximizing Neoserra – Milestones & Capital Funding**

In Neoserra Milestones include Business Starts, Change in Staff, Jobs Retained, Success Stories, Changes in Exports, Certifications Earned, Responded to Survey and other non-funding related issues. Funding Milestones including Loans, Owner and Equity Investments, Lines of Credit and similar are found under the Capital Funding tab.

## **Valued Resources – Illinois SBDC eLearning Network**

As indicated several weeks ago all Illinois SBDC Network centers should now have at least one staff member with access to the [Illinois SBDC eLearning Network](#) on the Global Classroom. All Illinois ITC's will share one platform as will all Illinois PTAC's. If you would like to be added to your Center's platform or have not received your login information, please contact Ericka Perkins at [Ericka.Perkins@illinois.gov](mailto:Ericka.Perkins@illinois.gov) or 217-558-6300. Please take full advantage of this tremendous resource to assist you and your clients.

## **Illinois Innovation Index**

**Startup investment in Illinois and Chicago reaches record highs** - Startup investment is crucial to the innovation ecosystem, often bridging the funding gap that allows promising ideas to reach the market. Illinois has experienced steady growth in startup investment so far in 2014, notching a record 95 deals worth \$1.33 billion in the third quarter alone—more than doubling financing in the first two quarters combined. Chicago also saw a record high volume of startup investment deals in the third quarter.

When breaking down investment by company stage, the data reveals that an increasing share of total startup investment is directed at early-stage startups. Angel and seed-stage financing have steadily increased by share of total startup investment dollars in Illinois, growing from 2 percent in 2010 to 10 percent so far in 2014.

For more on startup investment in Illinois, read the [full article here](#).

## **Network News and Moves – Kirsti Carter**

**Welcome – Kirsti Carter** - The Illinois Small Business Development Center Network is very excited to announce a new member to the Office of Entrepreneurship, Innovation and Technology (EIT) Small Business Team at DCEO. Effective today, December 1<sup>st</sup>, Kirsti Carter has joined our staff in the Springfield Office. Kirsti will be supporting the operations of all of our Entrepreneurship and Small Business programs in the EIT Office. She comes to our office with a wealth of DCEO experience and is a very welcomed addition to our SBDC Network team. Please join me in giving Kirsti a very huge and enthusiastic Welcome !!! Welcome, Kirsti !!! We are very happy to have you here !!!

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The **WEEKLY CONNECTION** is distributed by the Illinois SBDC and DCEO Office of Entrepreneurship, Innovation & Technology each Monday to members of the DCEO Illinois SBDC Network to provide the service delivery partners with regular updates on small business issues, opportunities and resources. You may send any information to share with the Illinois SBDC Network to [Tom.Becker@illinois.gov](mailto:Tom.Becker@illinois.gov). Please feel free to forward this update to other interested resource providers and key stakeholders.

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